

# 2022 WITSA Global Innovation and Tech Excellence Awards Nomination Form

The 2022 WITSA Global Innovation and Tech Excellence Awards (formerly known as *the Global ICT Excellence Awards*) will be presented to select individuals, academic institutions, corporations, NGOs or governments whose use and applications of digital technologies exhibit exceptional achievement within the following broad categories:

Private Sector/NGO	Public Sector
Digital Opportunity/Inclusion Award	Digital Opportunity/Inclusion Award
Smart Cities Award	Smart Cities Award
Sustainable Growth/Circular Economy Award	Sustainable Growth/Circular Economy Award
Innovative eHealth Solutions Award	Innovative eHealth Solutions Award
Public/Private Partnership Award	Public/Private Partnership Award
E-Education & Learning Award	E-Education & Learning Award
Emerging Digital Solutions Award	Startup Ecosystem Award

In addition, a *Chairman's Award* will be presented to a nominee selected from the entire pool of candidates from all award categories.

Candidates for these Awards are nominated by ICT experts from around the world who span over 80 countries/economies. The 2022 *WITSA Global ICT Excellence Awards* will take place in conjunction with the September 13-15, 2022 World Congress on IT in Penang, Malaysia (<https://wcit2022.com>/<https://wcit2021.org.bd/>).

## Digital Opportunity/Inclusion Award

Award #1: Individuals, academic institutions, corporations, or NGOs  
Award #2: Government authorities

Award Criteria - Individuals, corporations, academic institutions, corporations, NGOs or government authorities that have made a remarkable and successful effort at providing **digital opportunities** to those in need are eligible for this award. In order for the **Digital Age** to fulfill its promise, it must consider the unique challenges faced by diverse populations. Examples could include deployment of **ICTs and Internet access** among inner city populations, or in towns, rural areas or cities in developing and least-developed countries. This award also includes programs and initiatives that aid people with disabilities and others who face longstanding barriers to social inclusion. Digital Inclusion is defined as the “ability of individuals and groups to access and use information and communication technologies (ICTs). Digital inclusion encompasses not only access to the Internet but also the availability of hardware and software; relevant content and services; and training for the **digital literacy** skills required for effective use of ICTs.”

This award recognizes solutions enabling accessibility for those individuals who have traditionally not benefited from ICT. This award also seeks **innovative solutions** that create meaningful employment through ICT for those who have traditionally been underrepresented in the labor force. Of particular interest to WITSA are applications that embed inclusion and **accessibility** in the original design as opposed to retrofitting existing applications.

**YOUR NOMINEES (limit three nominations per award category).** *Please specify whether the nominee(s) are for the private or public sector category.*

Private/Public Sector: Private

Project Name: WIZ Talkbots

**REASONS FOR NOMINATION** (NOTE: It is important that you make a detailed description of the nominee and why you think the nomination is justified. The absence of a detailed summary of qualifications as they *relate* to the above-mentioned award description will make it difficult for the awards committee to make an appropriate assessment of the candidate):

WIZ.AI, the global leading Conversational Voice AI technology innovator, was nominated for its human-like voice AI that is revolutionising traditional B2C communication to deliver hyper-personalised, omnichannel customer engagement at scale. At present, WIZ.AI counts over 200 clients, many of which are top brands and Fortune 500 companies from various industries, including Banking, Insurance, Fintech, Telecommunications, E-commerce, Healthcare and the Government.

Conversational Voice Artificial Intelligence (AI) has been adopted by innovative enterprises around the world to provide customer service at scale. Similar to voice assistants such as Apple's Siri, Google's Assistant, Microsoft's Cortana, and Amazon's Alexa, it allows business to increase accessibility, similar to that of human-to-human engagement while allowing it to scale exponentially over the simple medium of a phone call.

Given the digital opportunity to bring latest and advanced information and communication technologies in Southeast Asia through conversational voice AI solutions, in early 2019, **WIZ.AI launched WIZ Talkbots** - a hyper-realistic voice AI that engages with customers through phone calls. WIZ.AI strongly believes that customer interactions should be personalized, efficient but most importantly, it should provide an experience just like how you would receive when speaking to a local agent. As such we built and invested in developing local talents for dialogue design, AI development and project management. This allows us to incorporate local language, slangs and nuances.

WIZ.AI incorporates AI techniques, such as pauses, intent recognition, and varying pitch and tone to interact with the customer in a natural human-like manner. **Our AI machines are powered by natural language processing (NLU), automatic speech recognition (ASR), and several other mechanisms** that make the hyper-realism possible, enabling the Talkbots to **understand and speak different ASEAN languages** including English, Malay, Mandarin, Tagalog, Thai, Vietnamese and Bahasa Indonesia, as well as Singlish and other informal forms like Taglish. **Over 95% of callers were unable to tell the difference between a human agent and a Talkbot.**

The technology complements and streamlines the current multi-channel workflow by automating B2C omnichannel customers engagement for increase customer engagement and satisfaction while managing risks and saving call center costs.

- **Handle 2.8X the call volume** compared to a human agent that allows organizations to prioritize high-value customers.
- **Reduce call and wait time by 80%** by automating basic routine tasks while delivering a consistent level of customer service.
- **Increase efficiency by 80%** by scaling up the adaption of WIZ Talkbots to a wide range of business functions.
- **Expect 15-70% in cost reduction** opportunities, low integration costs, and a high potential return on investment.

By revolutionising its traditional B2C communication to deliver hyper-personalised, omnichannel customer engagement at scale, **WIZ.AI is driving digital inclusion of the untapped and challenging SEA market** as well as its people by integrating conversational AI to interact with enterprises better based on use cases.

- **Payment Reminders** – To avoid any impact on their credit rating which can influence their ability to avail of financial services such as loans, WIZ Talkbots empowers organizations in updating customers about upcoming payments as well as negotiating and obtaining payment commitment to ensure customer compliance. By harnessing the power of conversational AI, Banking and Fintech companies were able to automate debt collection by 25% and Telecommunication companies were able to collect 40% of customer overdue.
- **Fraud Prevention** - WIZ Talkbots enable Banking and FinTech organizations by administering automated voice calls for potentially fraudulent transactions in their accounts which improve their customer satisfaction by 20%. Individual account holders gain security through proactive fraud verification allowing them to deactivate their cards as needed. For corporate clients, it allows companies to check with CFO and Controller to verify authorization before payment is made out, with identity verification.
- **Appointment Setting** - Aside from customer service, WIZ Talkbots are being deployed by organizations to set and confirm upcoming appointments. In the Healthcare sector, it increased the patient show-up rate by 95% with the inclusion of protecting patients' welfare amid the pandemic through health protocol reminders before visiting the clinic or hospital. In the Insurance sector, it boosted the conversion rate for appointment setting by 20% by influencing the people on the significance of insurance to ensure safety and security against unexpected life events.
- **Patient Care** - In the age when healthcare providers have limited time to spend with their patients, WIZ Talkbots can fill the gap to manage patient care even remotely. Aside from collecting patient details, it can direct them to the right specialist based on their medical condition and history. It can conduct voice AI-powered post-checkup to check on their well-being and symptoms, medication taking and reaction, as well as dietary habits, rehabilitative exercises, and lifestyle habits to ensure patient compliance to treatment. It can even inform the patient of dos & don'ts before the scheduled surgery. WIZ.AI conducted a survey and found that 97% of medical patients are comfortable with receiving calls that utilize Talkbots.
- **Insurance Coverage** – To ensure that policyholders are up to date on their insurance policies, WIZ Talkbots helps insurance providers by providing sophisticated customer support related to their insurance policies. This includes, but is not limited to, existing

plan inquiry, expansion of existing policies, and request or modifying existing quote requests. The technology enables insurers to proactive renewal reminders automating 45% of recontacting existing plans. In 2020, FWD insurance launched Frankie - a humanistic voice AI that can deliver 100 automated calls daily. Frankie established a high contrast rate ranging from 77% to 80%, wherein 38% to 40% completely engaged the WIZ Talkbot. It has also yielded Full-Time Equivalent (FTE) saves of 2-3 FTEs for Customer Connect resources.

- **Insurance Claims** - WIZ Talkbots are being deployed by insurance providers to automate claims management, making it a lot faster and more efficient. It handles the claims process of policyholders such as status updates, document requests, and appointment setting for insurance investigators especially on the verge of a pandemic wherein health protocols are intact. Insurers were able to expect 70% of cost savings by ensuring that their policyholders will be able to settle claim requests seamlessly through automated outbound and inbound calls.
- **Agent Enablement** – Apart from customer engagement, WIZ Talkbots are being deployed by organizations to help their agents or field sales officers to position their products or service better by preparing them with best-in-class objection handling skills from your curated knowledge repository. In 2020, FWD Philippines launched WIZ AI Trainer – an online learning tool that develops the appointment setting skills of their first-year planners. It helps facilitate self-paced learning, adoption of best practices and suggested spiels, time efficiency on drills for trainers and agency leaders, and increase in training reach.

Through WIZ.AI Talkbots, companies are now able to increase accessibility and provide equal level of services for all their customers, regardless of IT literacy or access to technology, with Conversational Voice AI over the simple medium of a phone call.

WIZ.AI will continuously accelerate its technological capabilities to bridge the B2C communication gap, connecting WIZ Talkbots with many people around the world.

**SUPPORTING INFORMATION:** Please send any supporting information to the address above, including information from candidate (i.e. excerpt from program description, web site print-out, press release, etc.)

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## **CAPABILITIES**

WIZ Talkbots accurately recognize customer intent, tags, categorizes and keeps detailed logs of all their different interactions with individual customers. This extensive depth of data allows SEA enterprises to identify high value customers, create a more comprehensive customer persona and easily uncover any gaps in customer experience.

- **Understands ASEAN Languages** - Wiz Talkbots are able to understand English, Singlish, Simplified and Traditional Chinese, Bahasa, Thai, Tagalog, Vietnamese with more planned soon.
- **Speech Language Understanding** - WIZ Talkbots ask questions, understand the context of conversations and customer intent so they can respond intelligently.
- **Sounds Like A Human** - Bring unique brand persona to life. Customize the voice of WIZ Talkbots with the voice preferred by the organization or choose one from our extensive voice library.

- **End-To-End Tier-One Resolution** - Resolve frequently encountered customer service issues accurately and quickly over the phone, without the need for human agents.
- **Facilitate Next Steps** - Integrate with existing systems to record customer appointment confirmations, facilitate rescheduling, smart reminders for overdue payments, negotiate repayment amounts and much more.
- **Omnichannel Engagement** - After the call, send customers an SMS or an email to ensure seamless omnichannel customer service and brand stickiness.
- **Comprehensive Customer History** - All calls are automatically recorded and transcribed along with detailed customer intent tagging to help build and develop a comprehensive customer history.
- **Human Collaboration** - WIZ Talkbots know when customers need a human touch and automatically routes the call to the relevant human agents with a detailed call summary.
- **Scale Effortlessly** - When there is a sudden surge in demands on the call center, scale effortlessly without exorbitant costs, training new agents, or offshoring.

## TECHNOLOGICAL FEATURES

Behind every WIZ Talkbot comes our next generation conversational voice AI technology. WIZ Talkbot enables SEA enterprises to automate telephonic and app-based voice conversations. Backed by globally leading R&D team of scientists, researchers, linguists, industry experts, WIZ.AI is constantly pushing the boundaries of humanistic AI conversation for ASEAN languages.

### Dialogue Management

- Scenario analysis & template setup
- Drag & drop logic diagram editing
- Talkbot script input
- Business node for extensible action

### Corpus Collection & NLU Training

- Natural Language Understanding (NLU)
- Corpus extraction from call recording
- Integrated crowd-sourcing annotation
- One-click NLU training
- Flexible multi-strategy configuration

### Speech Test and Custom Speech To Text (STT)

- Quick test & immediate fix
- Automated testing task evaluation
- On-demand custom STT
- Dual-language in one dialogue

### Text To Speech (TTS) Custom Enhancement

- Configurable TTS voice experience
- Custom dictionary & pronunciation
- Voice clone for new Voice Talents

### Information Extraction and Label Setup

- Label assignment by pluggable functions
- Combining rules to decide willingness level
- Custom slot-filling model

## **Response Learning & Regression Test**

- Unclassified user response learning
- Call log debugging & click-to-learn
- Automated test set regression verification

## **IMPACT**

By helping SEA enterprises implement a smart and localized voice AI engagement solutions that are intuitive, interactive and easily accessible, WIZ.AI proves to have a significant impact in transforming business operations and customer experience at scale. Our voice AI is being used by enterprises from industries spanning Finance and Banking, Insurance, Healthcare, Telecommunications, and E-commerce.

- **Banking and Financial Services**
  - 25% automation of debt collection by reminding customers about upcoming payments as well as negotiating and obtaining payment commitment to ensure customer compliance and avoid any impact on their credit rating.
  - 80% reduction in hold time through AI-powered conversations that help customers navigate their requests making customer service is more effective
  - 20% improvement in Net Promoter Score (NPS) by influencing customers to take advantage of the product or service such as cards activation or customer onboarding ensuring they are aware of the financial product purchased. To ensure customer security, it verify transactions with independent customers for fraud as well as verify authorization with corporate customers before payment is made out.
  - 70% expected cost savings through customer outreach activities such as promotion of new financial products and renewal of pre-existing plans or service via event or time trigger calls.
- **Insurance**
  - 45% automatically re-contract existing plans through proactive reminder for upcoming renewals or lapses, capture intent to renew and transfer to live agent.
  - 3x increase in outbound call volume as compared to a human caller through automated outbound and inbound calls providing sophisticated customer support related to their insurance policies.
  - 20% appointment setting conversion rate from cold leads with voicebots influencing targeted customers, existing and previous policy holders, on the importance of having an insurance policy.
  - 70% expected cost savings compared to manual calls in claims management automation ensuring that their policyholders will be able to settle claim requests seamlessly.
- **Healthcare**
  - 95% appointment show up rate on doctors' appointments which inclusion of health protocol reminders before visiting the clinic or hospital amid the pandemic.
  - 70% cost savings from no show reduction wherein automated appointment confirmation calls ensures to optimize time of doctor in providing out-patient services and patient checkups.
  - 97% customer satisfaction rating through voice AI-powered post-checkup to check on their well-being and symptoms, medication taking and reaction.
  - 24% savings on headcount increase by automating mundane tasks of healthcare staffs such as pre-hospitalization or customer service quality surveys.

- **Telecommunications**

- 15.8% ex-customer reactivation rate through triggered calls to service their expired plans and influence reactivation.
- 40% overdue bill debt collection through automated calls facilitating pre-due payment reminders as well as obtaining promise to pay from overdue customers.
- 80% reduction in hold time with Talkbots resolving tier-one customer inquiries such as plan and device details, device troubleshooting, and re-contract dates.
- 70% expected cost savings on customer support, with Talkbots integrated to Telco's other omni-channel services, as well as appointment setting for broadband or cable installation and maintenance.

**CUSTOMER SUCCESS STORY:**

**1) Tokio Marine partners WIZ.AI to automate customer service via conversational AI talkbot**

<https://www.tokiomarine.com/asia/en/asia/media-news/News/tokio-marine-partners-wizai.html>

**2) Our Talkbot has been featured in FWD's 2020 annual report! For helping them engage with their customer better and help drive cost efficiencies! (Pages 5 and 23)**

<https://www.fwd.com.ph/-/media/pdf/documents/fwd-annual-report-2020.pdf?rev=270f9888a15542b8beb26b9c38971d34>

**3) WIZ.AI is the only Voice AI company awarded the 100 most promising Technology Pioneers of 2022 by the World Economic Forum.**

<https://widgets.weforum.org/techpioneers-2022/index.html>

**4) WIZ.AI wins Silver Award for most promising innovation in the Techblazer Awards 2021!**

<https://techblazerawards.sg/Past-Winners/2021-Winners>

**5) WIZ.AI Features on Forbes Asia 100 to Watch**

<https://www.forbes.com/sites/forbesasiateam/2021/08/09/forbes-asia-100-to-watch/amp/>

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**NOMINEE CONTACT INFORMATION (for award follow up and coordination)**

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